

## ***Region***

Western New York

## ***Questionnaire Questions & Answers***

### ***Threshold***

#### **New York State Business Incubator Support Program**

Q\_4314 Can your incubator meet the minimum 2:1 match requirement for this grant?

This answer cannot be modified.

Yes

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Q\_2010 Is the applicant physically located in New York State?

This answer cannot be modified.

Yes

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Q\_2011 Has the applicant's incubator been in operation for at least three years or has it demonstrated continuity of staffing, program, and purpose showing continuation through another auspice or governing entity?

This answer cannot be modified.

Yes

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Q\_2051 Does the applicant commit to financially and programmatically maintain the incubator for the next three years in the event they are awarded a grant under this program?

This answer cannot be modified.

Yes

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## ***Location***

Q\_184 NYS Assembly District(s) where the project is located. (please enter a number between 1 and 150 that represents your Assembly District)

This answer cannot be modified.

Q\_190

NY Senate District(s) where the project is located. (please enter a number between 1 and 63 that represents your Senate District)

This answer cannot be modified.

57

Q\_565

Project City

This answer cannot be modified.

Dunkirk

Q\_568

Project State

This answer cannot be modified.

New York

Q\_572

Project Latitude

This answer cannot be modified.

42.485599

Q\_573

Project Longitude

This answer cannot be modified.

-79.334885

Q\_928

Project Street Address: if the project does not have a definite street address, please skip to "Project without a Street Address" below.

This answer cannot be modified.

214 Central Avenue

Q\_972

Project county or counties.

This answer cannot be modified.

Chautauqua

Q\_1034

Project ZIP Code. (please use ZIP+4 if known)

This answer cannot be modified.

14048

## Basic

### General Project Information

Q\_550 If you are a DBA, what is your DBA name?  
This answer cannot be modified.  
N/A

Q\_549 Type of Applicant (select all that apply)  
This answer cannot be modified.  
Not-For-Profit

Q\_556 Select an applicant ID type from the list below that you normally use to identify your organization on application forms.  
This answer cannot be modified.  
Duns Number

Q\_2655 Based on your selection from the previous question, enter your applicant ID number. (Please do not provide your social security number).  
This answer cannot be modified.  
020657151

Q\_969 If you are a business, have you been certified as a New York State Minority or Women-owned Business Enterprise (MWBE)?  
This answer cannot be modified.  
No

### Applicant

	Answer
Legal Name	<p>This answer cannot be modified.</p> <p>Research Foundation on and in behalf of SUNY Fredonia</p>
Street Address	<p>This answer cannot be modified.</p> <p>E230 Thompson Hall</p>

<b>City</b>	This answer cannot be modified. Fredonia
<b>State</b>	This answer cannot be modified. NY
<b>Zip Code (use ZIP+4 if known)</b>	This answer cannot be modified. 14063
<b>Telephone Number (include area code)</b>	This answer cannot be modified. 716-673-3569
<b>Email Address</b>	This answer cannot be modified. paul.benson@fredonia.edu

### Contacts

	Primary Contact	Additional Contact
<b>First Name</b>	This answer cannot be modified. Kevin	This answer cannot be modified. Charles
<b>Last Name</b>	This answer cannot be modified. Kearns	This answer cannot be modified. Cornell
<b>Title</b>	This answer cannot be modified. VP of Engagement & Economic Development	This answer cannot be modified. Incubator Director

<b>Street Address</b>	This answer cannot be modified. 702 Maytum Hall	This answer cannot be modified. 214 Central Avenue
<b>City</b>	This answer cannot be modified. Fredonia	This answer cannot be modified. Dunkirk
<b>State</b>	This answer cannot be modified. NY	This answer cannot be modified. NY
<b>ZIP Code</b>	This answer cannot be modified. 14063	This answer cannot be modified. 14048
<b>Telephone Number</b>	This answer cannot be modified. 716-673-3808	This answer cannot be modified. 716-680-6009
<b>Email Address</b>	This answer cannot be modified. kevin.kearns@fredonia.edu	This answer cannot be modified. charles.cornell@fredonia.edu

Q\_4199

Please select the primary sector or characterization that best defines this project.

This answer cannot be modified.

Business Development

Q\_4198

Please select the secondary sector or characterization that best defines this project.

This answer cannot be modified.

Education/College/University

Q\_3656

Is the project included in a NY Rising Community Reconstruction Program plan or a NY Rising Countywide Resiliency Plan?

This answer cannot be modified.

No

Q\_3744

If the project is included in a NY Rising Community Reconstruction Program plan or a NY

Rising Countywide Resiliency Plan, please indicate the planning committee name, project name, and location.

This answer cannot be modified.

N/A

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Q\_3762

Does your project directly address the needs of people in your region who are living in poverty and who seek resources for inclusion in the economic life of New York State?

This answer cannot be modified.

Yes

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Q\_3763

How does your project seek to apply CFA funds for the purpose of eliminating barriers to skilled employment by poor people in your region, as identified by the Opportunity Agenda? Please describe any efforts to collaborate at the local or regional level (i.e. public, private, labor, philanthropic sectors).

This answer cannot be modified.

FTI partners with CCIDA, municipalities, SCORE, WNY IHS, EC English, Rural Ministries and regional universities. CFA project will be applied for outreach, targeted training, and integration of business support services. FTI will conduct a bi-annual "business idea fair" targeting underserved populations providing step-by-step training and mentoring program and ESL training. FTI will convene a roundtable for providers to integrate services for entrepreneurs and small businesses, and develop a one-stop model for training, business plan development, funding, and other services. FTI will establish a comprehensive online business development listing. CFA project will expand Fredonia's Center for Social Entrepreneurism modeled after Impact Hub Global and explore feasibility of strategically placed kiosks with a built in language translator.

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Q\_3764

How does your project build workforce development programs, improve physical infrastructure, and/or establish social services that connect people living in poverty in your region with skilled employment, in correspondence with the economic revitalization priorities, distressed community targets, and the industry growth areas identified in the Opportunity Agenda and Strategic Plan?

This answer cannot be modified.

FTI hosts a Hispanic Job Fair with Rural Ministries and the Volunteer Income Tax Assistance program. EC English, a business affiliated with Fredonia, will conduct ESL training for non-native speakers at FTI. EC English, a pending StartUp NY participant, will partner to begin translating electronic and print materials. FTI and its clients have provided 120 internships for Fredonia students. Expanded programming and staff support will increase internship opportunities in areas of arts management, business, marketing, technology application, social media, communications, and sciences. FTI's business idea fair will identify entrepreneurs in the community that need assistance and expertise to succeed.

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Q\_3766

Is this a Global NY Project?

This answer cannot be modified.

No

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Q\_3768

If this is a Global NY Project, please describe how this project relates to the identified goals of your region's Global Marketing and Export Strategies as part of the Global NY initiative?

This answer cannot be modified.

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Q\_4200

Does your project provide opportunities for Veterans' to participate in the workforce, or improve services to the Veterans' and military families in New York?

This answer cannot be modified.

Yes

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Q\_4201

If Yes, please explain how your project impacts the Veterans' and military families in New York.

This answer cannot be modified.

FTI's project will establish a single point of access for Veteran businesses and entrepreneurs with Chautauqua County government to integrate services with other programs. Fredonia School of Business will recruit eligible student veterans into entrepreneurial courses and business program, and provide priority internships at FTI. With Chautauqua County, FTI will develop assessment of veterans' employment and educational needs followed by focused business and entrepreneurial training. The process will begin by identifying the services providers, engaging area Veterans and applying an integrated approach to service delivery. Veteran entrepreneurs who join FTI as clients will receive significantly reduced rent for one year.

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## Project Description

Q\_575

Project Description. Concisely describe the project, indicating the location, what will be planned, designed, acquired, and/or constructed, the issues/opportunities to be addressed, and expected outcomes and deliverables. Additional details will be collected later in the application process.

This answer cannot be modified.

FTI is located at 214 Central Avenue, Dunkirk, NY. FTI's CFA project will establish services and programming for business startups and entrepreneurs in the region, provide greater access to underserved populations, and programs for veterans young entrepreneurs, and arts and technology startups. The project includes hiring a full-time Program Manager responsible for short and long term program planning, implementation, and management. *The project will:*

- 1) expand business mentoring programs and develop workshops and training that address the unique needs of rural communities
- 2) work with partners to consolidate business information and services and expand programs and support for business that focus on arts and technology and the growth of creative businesses and tourism in WNY
- 3) implement a Student Business Competition linked to WNYIHS
- 4) establish a Young Entrepreneur and Professionals Network complimenting regional networks; an Arts and Business luncheon series; a graphic design Makerspace, and workshops and training curriculum around the STEAM disciplines.

*Project outcomes* include: an increase in the number of business startups and jobs created, increased diversity of entrepreneurs in the region; removal of barriers that impede individuals from starting and managing new businesses for veterans and underserved Hispanic individuals; integration and improved access to rural business services; improved retention of young professionals; development of new arts and technology businesses which increase

tourism; development of greater business acumen for artists and art based businesses; entrepreneurs in technology and arts sectors will create new jobs, and attract additional tourists to galleries and businesses.

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Q\_976

Statement of Need

This answer cannot be modified.

A Program Manager is needed to implement programming and services to support arts and technology startups, retain young entrepreneurs, and provide access to business services to underserved populations in rural WNY. Existing services to small business startups need to be integrated. The vertical of Arts and Technology based startups fills a gap in incubation services offered in WNY. FTI's unique focus builds on the strength of the visual and performing arts, technology, and science at Fredonia and throughout WNY. This proposal also addresses the net out-migration rate for the 'Young, Single, and College Educated' in rural WNY where the population and labor force is decreasing, and a high poverty rate persists.

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Q\_930

Explain what makes your project a regional economic priority - for example creates jobs, economic investment, sustainability and community revitalization, government efficiency or consolidation etc.

This answer cannot be modified.

FTI's CFA project will create and retain jobs in the region by supporting additional and diverse incubator clients through a program focus on Arts and Technology, rural incubation, retention of young educated adults, service integration, and outreach to Veterans and the Hispanic community. FTI will expand arts based tourism. The project supports new development initiatives that have focused on the central business district and harbor front exemplifying smart growth principals. FTI has a record of successfully implementing new programming in a quick and efficient manner maximizing return on investment. FTI has the institutional support and financial stability to implement programming.

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Q\_2366

How does your project align with the Regional Economic Development Council's Strategic Plan? (strategic plans are located at <http://www.nyscfaprojectdata.ny.gov/> )

This answer cannot be modified.

FTI's project fosters tourism and entrepreneurship by increasing services focused on arts and technology startups offering unique programming and resources around the intersection of technology and the arts. Arts and creative placemaking serves to enhance the attractiveness of the region to visitors. Services to underserved populations will foster entrepreneurship and access to services. The project advances smart growth principles by locating new programs and service activities on "Main Street," supporting additional new diverse startups, diversifying the regional economy, and housing graduates in central business district office space. Student Business Competition and Young Entrepreneur's Network will retain young adults. Additional internships for young professionals will result in better workforce preparation for jobs in WNY.

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Q\_929

Current State of Project Development (i.e. planning, preliminary engineering, final design, etc. You may enter N/A for non-project related applications)

This answer cannot be modified.

N/A

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Q\_975

Estimated Project Timeline: including project start/completion dates, estimates for design,



permitting and construction or other major steps. (You may enter N/A for non-Project related applications)

This answer cannot be modified.

N/A

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## Prior CFA Funding

Q\_2362

If funding was awarded in prior CFA rounds, what were the CFA numbers for which funding was awarded? (separate multiple CFA numbers with commas)

This answer cannot be modified.

N/A

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Q\_4160

For each program to which you are applying under the CFA, explain your strategy for proceeding if the full amount of requested funding, required matching funds, and temporary financing are not secured as expected, or committed sources become unavailable. This explanation must address any proposed project phases, and both CFA and non-CFA sources of funds.

This answer cannot be modified.

N/A

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## Standard Question

### New York State Business Incubator Support Program

Q\_4354

What is the strategic plan for the operation of the incubator?

This answer cannot be modified.

FTI promotes economic growth in the WNY by supporting entrepreneurship and the development of new, innovative, arts and technology-based companies into successful business ventures. FTI also serves as a regional economic development hub. FTI, located in the commercial waterfront district of Dunkirk, NY, provides startups with the resources they need to grow, attain long-term success and create jobs. This takes place in a smart growth environment that fosters creativity, technology development, commercialization and successful business management practices. FTI makes available a variety of business and education services, mentoring, professional consulting, and work-ready space. FTI also facilitates access to capital through several avenues, including through participation the WNY Hot Spot. FTI combines these resources with those of Fredonia, state and local government, area businesses, and the community, in order to graduate businesses that are financially viable, freestanding employers in the region.

FTI offers entrepreneurs access to a unique facility, business resources, technology expertise as well as a range of highly qualified faculty, technology experts, artisans, business professionals and mentors. We offer students exceptional and unique experiential learning opportunities that lead to post graduate employment in the area. FTI offers faculty business, research and service opportunities and serve as the economic development hub of Northern Chautauqua County. Research demonstrates that businesses graduating from a university incubator significantly increase their probability of long-term success. We provide our client entrepreneurs with the support, infrastructure, resources, guidance, and expertise necessary to successfully launch a new business. Research also demonstrates that all net new job growth in the United

States is generated by business startups.

**Strategic Goal 1 – Create Jobs – Support new, innovative, arts and technology-based companies into successful business ventures that create jobs**

Client Recruitment: Develop a plan and infrastructure for aggressive recruitment of viable clients; Outreach to WNY Innovation Hot Spot, CCIDA, BNE for recruiting clients; Develop a recruiting plan, pricing and services package for non-tenant clients; Students, expatriates, Alumni. Develop programming to identify and recruit traditionally underserved populations (Hispanics, Veterans, impoverished). Develop services and infrastructure to attract young, college educated entrepreneurs and professionals. Establish Community based idea fair, Pre-Seed, best ideas from the community. Develop and implement Student Business Competition

Economic Development Hub: Establish one-stop-shop for economic development; Recruit economic development entities-service tenants; Joint marketing/event efforts.

Client Access to Capital: Develop plan for capital financing of tenants; CCIDA Seed Capital fund for FTI; Create Fredonia Alumni Entrepreneurship Fund; Develop angel club specific to FTI; Partner with Fredonia College Foundation for capital; Establish and capital committee.

Sustainability of FTI Operation: Develop sustainability plan (external funding, anchor tenant, equity stake, public private partnerships, naming-prospectus of-the building); Establish sustainability committee; Secure External Funding through grants seeking.

Marketing and Communications: Revise and implement marketing and communications plan, Coordinate marketing program to local/county efforts; Revise website/social media program that attracts high volume/traffic; feature successes; Quarterly reports released on metrics (IncuTrack).

Programming and Services: Establish workshop series; Establish Arts/Business Workshops and lectures; Establish Mentoring Program (Utilize community leaders as mentors); Establish FTI Mentoring Club.

Establish intake process: Application Review Committee (Include Mentors), Establish access to professional services through WNY Innovation Hot Spot (Accounting, Legal, embedded consultation).

Strategic Partnerships-Engagement: Develop partner plans – JCC, UB, Alfred; Develop and enhance strategic partnerships (SBA, SCORE, CCIDA, Launch NY, UB, JCC, DLDC, LED, Chadwick Bay, WNY REDC Incubators); 2 + 2 with JCC – Informational Architecture; Establish Small Business Roundtable with Service Providers – goal of service integration.

Measure: Ongoing documentation of achievements and success with community businesses and access to database (IncuTrack).

**Strategic Goal 2 – Cultivate Entrepreneurial Spirit in the Community and Campus. E**

Entrepreneurship Education: Establish Entrepreneurship Training (Students and underserved populations); Develop one credit class for students to learn about StartUP/FTI/entrepreneurship; Implement entrepreneurship minor at University; Establish workshop series; Develop networking events around entrepreneurship such as mixers, coffee hour.

Marketing and Communications: Understanding cultivated to all stakeholders, especially university stakeholders; Culture change initiative.

Student Centered Initiatives: Provide student-friendly space in Incubator, Makerspace -- Space to create, innovate, share ideas, Student Business Competition, Enhance Internships and Service Learning opportunities (Tenants and FTI), Strengthen relationship between computer science and IT departments, Connect to Dunkirk-Fredonia high schools (and all other school systems--BOCES), Plan and implement Youth Inspire (to STEAM) program, Plan and implement FTI Gallery (Fredonia Faculty and Marion Gallery Director).

Idea Fair-Pre-Seed, best business ideas from the community.

Center for Social Entrepreneurism: Establish working group to enhance offerings of Fredonia's Center for Social Entrepreneurism.

Q\_4316

Please describe the market segment or market vertical your incubator will focus on. What gives you an edge in that market vertical? What is your strategic advantage in serving that community?

This answer cannot be modified.

FTI's market vertical, arts and technology focus, builds on the unique strengths of SUNY Fredonia. Fredonia is committed to becoming a leading hub for STEAM (STEM plus Arts) in WNY. Fredonia's School of Music, and Departments of Theater and Dance, and Visual Arts and New Media are world renowned. STEM programs at Fredonia are housed together in a new state-of-the-art Science Complex. The physical expansion and investment has allowed Fredonia to recruit new faculty and expand programming to build on the nearly 400 students currently enrolled in the STEM disciplines. FTI currently supports arts and technology based clients-Venture Productions, Lake Arts, Dunkirk Design, and ArcAtlas Productions. FTI has the professional and technical assets that allow for the development of robust STEAM initiatives that foster innovation and economic development at the intersection of technology and the arts.

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Q\_4356

What new or expanded programs or services will be provided to start-up companies within the region as a result of the grant funding? Please provide examples of services and their associated costs and how you plan on leveraging the state funds requested.

This answer cannot be modified.

**Incubator Program Manager Total Cost \$121,616 Salary, \$53,511 Fringe**

Incubator Program Manager (\$40,000/year) (1 FTE) will implement new and expanded programming and services. This position will be responsible for short and long term program planning and implementation, project management including working directly with other institutions and the community.

**Arts & Technology Total Project Cost \$63,573**

*Arts and Business luncheon series (\$10,073)*

The project includes an Arts and Business luncheon series coordinated with Fredonia's Visiting Artist Program (VAP). Funding will support ongoing speaker fees, amenities for events, printed materials, marketing and communications around arts, technology and business, workshops and training curriculum around the STEAM disciplines. With the support of a grant from the [Northern Chautauqua Community Foundation](#) (NCCF), and in partnership with the [North Shore Arts Alliance](#), Fredonia hosted six workshops for local artisans with over 80 attendees. Evaluations from the pilot indicated a strong rate of satisfaction and a demand for additional workshops. Outcomes include development of greater business acumen for artists and art based businesses, recruitment of additional incubator clients, additional opportunities for entrepreneurs in technology and arts sectors to network and develop innovative solutions, and new job opportunities.

*Makerspace (\$53,500)*

Funding will support a "makerspace" to attract artists, students and entrepreneurs to the incubator to create, invent and learn. The funding would help pay for a 3D printer, software, computers, advertising, furniture, supplies and materials to build the space. The makerspace will spark interest in STEAM, and it will engage the community in the spirit of collaboration and innovation.

**Young Entrepreneurs and Professionals Total Project Cost \$60,400**

*Workshop & Training for Young Entrepreneurs and Professionals (\$25,200)*

To help retain the young educated professionals, FTI will provide workshops and training tailored to young entrepreneurs and professionals. Reducing outward migration is a key theme for many partners including NCCF, Chautauqua County and the WNY REDC Opportunity Agenda to invest in infrastructure to retain young professionals. NCCF will work with FTI to provide financial support for the workshops and training designed to the needs of young professionals in the area.

*Entrepreneurial Business and Networking Events (\$23,200)*

In partnership with the WNY Innovation HotSpot, FTI would plan quarterly entrepreneurial business learning and networking events inviting all of the incubators in Western New York Region as well as and key groups to potentially foster and grow business relationships. One hour learning and informational session followed by a networking mixer.

*Student Business Competition (\$12,000)*

FTI will invest in the talent pipeline through an annual student business competition at Fredonia. This competition will augment current student initiatives of the Western New York Innovation Hot Spot, such as the Buffalo Student Sandbox.

**Underserved Populations Total Project Cost \$75,900**

*Expanded Business Mentor Program targeted for Veterans and Hispanic populations (\$30,900)*

Entrepreneurship in rural areas will include Veterans outreach and services, Hispanic outreach including an expansion of our existing business mentoring programs, workshops and training curriculum with rural industry cluster focus identified in Fredonia's Startup NY campus plan. This program will target underserved individuals in the community, and those identified will be provided with the full range of assistance needed to start a small business.

*Expand Hispanic Services to address Language Barrier and Transportation (\$10,000)*

English, a business that is affiliated with Fredonia and is housed on its main campus, is currently conducting training at the Fredonia Technology Incubator. Leveling the playing field for access to needed services and support, EC English, a pending StartUp New York participant, is currently offer ESL training sessions at no cost at FTI in partnership with the Chautauqua County Rural Ministries. If funded, EC English will translate FTI documents from English to Spanish to make them more accessible to non-native speaking individuals.

*Small Business Roundtable; Integration of Services (\$12,000)*

FTI, in partnership with Chautauqua County officials, will convene a "roundtable" for organizations that provide assistance to entrepreneurs and small businesses in an effort to move toward integration of services. Although improved, a fragmentation of services currently exists throughout our immediate service area and efforts to coordinate services and outreach need to be formalized in a process that leads to greater integration. Integrating these services in turn expands the capacity to encourage job creation and business investment in an area that desperately needs greater opportunity and prosperity.

*Business Idea Fair (\$15,000)*

The business idea fair will be open to all in the community but specifically reach out to the Hispanic community, Veterans, and individuals living in poverty to assure equal access to job training, and business development information. FTI will adopt a business idea fair that will offer a step-by-step methodology to empower aspiring entrepreneurs to discover and articulate the commercial opportunity for their idea. No business experience will be required. This initiative will promote the "commercialize the community".

*Social Entrepreneur Programs (\$8,000)*

Funding would create expand social entrepreneurship programs to solve society's most pressing collective problems. The program interconnects with all of our programming and requires expansion of the Center of Social Entrepreneurism which is located at FTI. Spoke Folk is a successful social entrepreneurship program with a large volunteer base to support the program with no capacity for development of other social projects.

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Q\_4357

What is your demonstrated ability to successfully transition technology or ideas from the concept stage to commercialization? If you work with a college, university or research laboratory please provide examples of how you moved technology to the marketplace? Do you have special relationships in certain supply chains or access to events where entrepreneurs can sell their products?

This answer cannot be modified.

FTI takes strategic advantage of the intersection of technology, the arts and business expertise at SUNY Fredonia. FTI focuses on commercializing community and campus based innovation. FTI client, Venture Productions, LLC a start-up company that provides highly innovative, original and affordable entertainment, digital media, and high quality dramatic education for all ages is founded by Fredonia Professor Ted Sharon. Sharon has indicated that the move into the FTI has "provided his small business with the resources it needs to maximize its potential and bring it the next level." Sharon's team has taught, produced, directed or performed on National Tours, in Regional Theatres, Off Broadway, Broadway, with the Paul Newman Hole in the Wall Camps, at universities and internationally in Italy, China, Taiwan, and Korea. Venture has produced projects funded by the National Science Foundation and the National Endowment for the Arts. Sharon's work has been on Broadway in Disney's Newsies, at Boston Lyric Opera, the Chautauqua Theatre Company, and the Kennedy Center and internationally at the Bargello Museum in Florence. He produces and directs stage and on camera productions for university and corporate clients. Sharon also



founded of [www. mindtoolsinnovations.com](http://www.mindtoolsinnovations.com). Fredonia faculty members Jason Dilworth and Margaret Urban have launched a graphic design studio business at FTI. The business model provides more professional practice experience to the students from the Visual Arts and New Media Department at Fredonia. The goal of this effort is to utilize, and develop, technological solutions for graphics design, and to work with current FTI tenants as well clients from the surrounding community. The ultimate goal is for students involved in this effort to develop creative and innovative design solutions and, possibly, establish their own graphic design businesses at FTI or in the region.

Two other campus based companies, and prospective FTI clients, have vetted StartUP NY application. A commercial laboratory for plastic pollution analysis is an outgrowth of the work of our premiere lakes scientist Dr. Sherri Mason. Professor Mason was one of the first researchers in the world to investigate the prevalence of plastic pollution within freshwater systems. As such she has become one of the leading research scientists in this field, as documented by the hundreds of mass media interviews and publications including the *New York Times*, the *Huffington Post*, the *Chicago Tribune*, and *NPR's All Things Considered*. Awareness of the prevalence of plastic pollution in freshwater systems has led to an increasing demand for processing of samples from various locations and environmental media. Dr. Mason has been contacted by the United States Geological Survey, Environment Canada, the San Francisco Estuary Institute, the Onondaga County Department of Water Environmental Protection, the Hudson River Foundation, Ontario Streams and the St. Louis River Alliance (to name but a few) to process various samples. This perpetual demand has quickly exceeded her research lab's capabilities, which has led to a proposed spin- off, startup business. There are currently no commercially available laboratories for plastic pollution analysis anywhere in the world, and yet, as is evidenced, there is certainly a need and an increasing one at that. Startup company Orbitist ([Orbitist.com](http://orbitist.com)) was developed by Fredonia's programmer and web master and his spouse, who is an educator. The Orbitist app is a suite of tools that provides collaborative learning systems that combine digital mapping with storytelling. The app allows teachers and students to contribute multimedia content to a shared map. Orbitist principals are collaborating with Professor Sherri Mason on a project to manage, visualize, and tell the stories of Great Lakes data utilizing our Great Lakes Plastic Pollution Survey work as an exemplary data set (<http://orbitist.com/gl-plastics>). Users will range from the general public to policymakers, online news publishers, educators, and researchers with a focus on making story-maps that are embeddable, mobile friendly, and optimized for sharing on social media. Orbitist makes it easy for agencies to incorporate interactive data into their stories, putting Great Lakes data in front of their audiences and increasing the impact of the science.

As part of a continuing relationship between Fredonia and the Niigata University Technology Licensing Organization, Niigata, Japan, FTI houses an organization representing a consortium of ten Japanese Research Universities and Technology Centers (KUTLO-NITT). KUTLO-NITT facilitates efforts to cooperate on the mutual exchange of technology transfer opportunities through a bilateral "Gateway" project.

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Q\_4355

What is the track record of your incubator in accelerating growth of start-ups?

This answer cannot be modified.

Since its inception in 2009 over one hundred business plans have been vetted and twenty four small businesses have been admitted as Fredonia Technology Incubator clients. Businesses that did not meet FTI admission criteria were referred to other service organizations such as the Chautauqua County Industrial Development Agency or Small Business Development Center. There are currently nine (9) startups in residence at FTI. Those include The Center for Sports Skills Measurement and Improvement, Dunkirk Graphic Design Company, Lake Arts Foundation, ProQuip America, Venture Productions, iKoss, ArcAtlas Productions, High Extraction Full Color Home LED Lighting, LLC, and Lori J Lehnen Engineering.

FTI has graduated four businesses, two of those remain in WNY. Graduates include Apex Wind Energy Inc., [Noobis](#), TEAM Services, and [TexTivia](#). In total, FTI client companies have created 70 jobs since its inception. Of these, 33 jobs have been retained reflecting a 48%

success rate for job retention. FTI clients currently employ 30 individuals and graduate companies employ 10.

One of our current clients, iKoss (consultation and process engineering) serves as an example of how FTI has accelerated startups. The company currently employs 9 individuals and generates over \$1.5 million in annual revenue. Since iKoss primarily services Fortune 500 companies, the vast majority of their proceeds are brought into to WNY from other states.

### Net New Jobs

No job answers necessary due to your associated programs.

### Qualified Investments

No investment answers necessary due to your associated programs.

### Total Project Cost

Total project cost: \$ 375000

### Funding Requested from Program

Program	Amount Requested
New York State Business Incubator Support Program	\$ 375000

### Program Budget

#### New York State Business Incubator Support Program

Use	Source	Amount	Indicate Source / Comments
Salary/Wages: Administrative	Non-Federal	\$121616	CFA \$121,616 In Kind \$269,347 Cash \$30,604

Fringe Benefits and Payroll Taxes	Non-Federal	\$53511	CFA \$53,511 In Kind \$124,811 Cash \$13,724
Contractual Services	Non-Federal	\$30000	CFA \$30,000 Cash \$35,000
Marketing, Outreach, Advertising	Non-Federal	\$45500	CFA \$45,500 Cash \$90,000
Other Expenses (Travel, utilities, postage, etc)	Non-Federal	\$13373	CFA \$13,373 Cash \$16,300
Equipment and Machinery	Non-Federal	\$30000	CFA \$30,000 Cash \$60,000
Supplies/Materials	Non-Federal	\$30000	CFA \$30,000 Cash \$43,000
Furniture and Fixtures	Non-Federal	\$7000	CFA \$7,000 Cash \$20,000
Training	Non-Federal	\$44000	CFA \$44,000 Cash \$38,000

## Legend

[x] = Expired Program